

# Scope Document: Initiative

INITIATIVE TITLE: EOU CAREER ADVISING PROGRAM

## PURPOSE & BACKGROUND:

The EOU Career Advising Program (CAP) as funded by SB 860 will create a pipeline connecting student progress from Academic Advising through Career Services and the Alumni Network, which has not been coordinated at EOU since the loss of Career Services six years ago. CAP will focus directly on career and academic advising resources and training, coupled with targeted alumni mentoring to the “Top 40” of the 40/40/20 initiative. CAP will significantly improve the completion, success, and economic vitality of EOU’s underserved students and their communities.

Serving over 3,600 students (1,172 students online and on-site and 2,428 on-campus) with Regional Centers in 11 strategic points across the State of Oregon, Eastern Oregon University (EOU) has a wide and deep presence within the rural eight eastern Oregon counties and the State of Oregon. After the Recession of 2008-2009, the eight rural counties of eastern Oregon were significantly impacted and still experience the lingering effects of the economic downfall with a reported 7.2% unemployment rate within the eight counties, affecting 4,618 individuals. Adding to the problem, EOU reports the lowest four-year completion rate among the regional universities. EOU’s retrenchment over the past six years led to the loss of the connection among academic advising, careers services, community outreach and workforce development. EOU is now committed to providing and growing this important service to our students communities. This investment will substantially impact our scale and facilitate a much quicker development of these critical services. These services support EOU’s mission as the educational hub for underserved students of the eight rural eastern counties and as a conduit for workforce development and economic vitality for all of the communities that EOU serves.

## EOU Demographics

Underserved Student Populations Served	Fall 2014	Fall 2015
<b>Total Head Count</b>	<b>3,653</b>	<b>3,488</b>
Pell Eligible	2,149	1,515
First Generation	1,900	1,284
Non-White	985	543
Self-Identified Americans with Disabilities Act	290	230
Self-Identified Veteran/Veteran Dependent	354	218

## Academic Advising

Career Development Advising	2015-2016	2016-2017
Anticipated Career Development Training Hours	250 Hours	4,000 Hours
Anticipated Career Development Advising Hours	3,600 Hours	10,800 Hours
New Users to FOCUS 2*	57 Students	300 Students

\*Based upon newly enrolled to EOU students

# Scope Document: Initiative

## Career Services

Career Services Advising/Engagement	2015-2016	2016-2017
Active EOU Careers Network Users	310 Students	650 Students
New Posted Career Development Opportunities*	887 Career Development Postings	1700 Career Development Postings
New Reported Career Development Placements^	14 Reported Placements	50 Reported Placements

\*Posted volunteer, internship, full-time and part-time employment between May 2015-Dec. 2015,

^Reported placements in Career Development Opportunities between May 2015-Dec. 2015

## Alumni Network

Alumni Association Mentorship/Engagement	2015-2016	2016-2017
Potential Alumni Mentors	23,000 Potential Mentors	23,750 Potential Mentors
Anticipated Career Development/Mentoring Training Hours	0 Hours	400 Hours
Anticipated Career Development/Mentoring Hours	50 Hours	5000 Hours

## COSTS TO IMPLEMENT:

Personnel/Expenditure	Functionality/Rationale	Anticipated Cost
1.0 FTE EOU CAMP Coordinator	Lead, direct, create, research and implement grant	\$100,000 (Salary and OPE)
0.5 FTE EOU CAMP Technical Assistant	Coordinate, develop and implement tracking software and programs	\$75,000 (Salary and OPE)
Alumni Programming	Develop, implement and lead regional, local and online alumni networking events targeted at career mentorship, internship development and "Train the Trainer" summits and webinars	\$15,000
Travel/Lodging/Meals	Fall and Summer "Train the Trainer" Summits	\$5,000
GradLeaders Software	Purchase, implement and train use in "Outcomes Survey" and "Mentoring Module"	\$7,000
Technology	Necessary office technologies and equipment	\$3,000
Office Supplies/Mailing/Printing	Consumables	\$2,000
Marketing	Print, online and social media marketing development	\$3,000
<b>Anticipated Cost:</b>		<b>\$210,000</b>

## KEY ASSUMPTIONS:

- Eastern Oregon University plays a key role in effectively serving the middle 40 of Oregon's 40-40-20 state initiative.
- Eastern Oregon University's underserved students demand linkage between academic focus and career plans. CAP offers the best chance of increasing retention and completion rates of EOU's underserved and economically disadvantaged students.
- CAP provides the necessary training for effectively combining academic and career advising with alumni mentorship.